Request for Quotations (RFQ)

For the provision of four short videos of Case Studies for the Commonwealth Blue Charter

18 February 2021

Reference Number: CBCCASESTUDYVIDEOS-03
Return Date: 7 March 2021 at 17:00 GMT
Contract Award: 15 March 2021
Contact Email: bluecharter@commonwealth.int
1. **Purpose**

The purpose of this request for quotations (RFQ) is to find and appoint a suitable consultancy firm or individual for the provision of *video production* services to the Commonwealth Secretariat. The contract will be effective for up to two months.

2. **Background**

The [Commonwealth Secretariat](https://www.commonwealth.org) is an international organisation working with 54 member countries, assisting them to work together to promote prosperity, democracy and peace, amplify the voice of small states, and protect the environment.

The Commonwealth Blue Charter is an agreement by Commonwealth countries to actively cooperate in addressing the myriad of ocean-related issues and commitments that they face. The world’s ocean is essential to life on our planet. Billions of people depend on it for their livelihoods. Yet human activity is increasingly putting the health of this crucial natural resource in peril. Marine ecosystems are being degraded and destroyed at an unprecedented rate and this is not an issue any single country can solve alone.

In April 2018, the Commonwealth Blue Charter was adopted by member countries, to guide cooperative action on ocean issues. Commonwealth Blue Charter Action Groups are member-driven, led by Commonwealth Blue Charter ‘Champion’ countries. Working together, Action Groups can unlock the experiences and knowledge of 54 nations.

The Commonwealth Blue Charter works through a set of Action Groups, each devoted to a particular ocean issue. So far, 15 countries have stepped forward to be (co-) Champions on 10 topics:

- Commonwealth Clean Ocean Alliance (marine plastic pollution)
- Coral Reef Protection and Restoration
- Mangrove Ecosystems and Livelihoods
- Marine Protected Areas
- Ocean Acidification
- Ocean and Climate Change
- Ocean Observation
- Sustainable Aquaculture
- Sustainable Blue Economy
- Sustainable Coastal Fisheries.

1. **Scope of Work**

The consultant will produce 4 short videos that present four international case studies selected from the Action Groups available at [https://bluecharter.thecommonwealth.org/case-studies/](https://bluecharter.thecommonwealth.org/case-studies/)


Each video will be approximately 3 minutes in length.

The target audience for the videos are the Commonwealth’s 54 member governments, potential funders, partner organisations, and the general public—in roughly that order.

All four versions must be completed by 30 May 2021.
2. Objectives

The objective is to develop four ~3-minute videos of specific case studies, agreed upon jointly in advance.

The consultant will be responsible for:

- Liaising with the Commonwealth’s in-house Communications Team to agree on a concept for each of the four videos: The tone should be educational, inspiring, and compelling, free of jargon. At the end, the video should welcome potential partners and friendly enquiries, directing the viewer to the Commonwealth Blue Charter webpage for more information.
- Engaging local videographers to capture local footage and interviews, as necessary.
- Liaising directly with relevant persons from the case study (contact details to be provided upon contract award) to confirm the script and storyboard (based on the written case study) and other details as they arise.
- Scripting and storyboarding, based on information that the Secretariat will provide, and communication with the case study contacts:
  - The video should have a presenter, or a voiceover as appropriate.
  - The video should have a music sound track as appropriate
  - The video should explain the issue/concern, motivation behind the study, its objectives, and achievements/lessons learned.
  - Highlighting collaboration is desirable.
  - Ideally the video will include a short local voice-over and/or to-camera video provided by the case study contacts.
  - The video must have footage/photographs of the actual study site. Before and after comparisons are preferable if the case study allows.
  - Stock footage can be used if necessary, for general content. The Secretariat can make available our library of stock footage for review. If footage is required to be purchased, the proposal should clearly indicate any anticipated costs. However, site-specific footage is preferable.
- Editing and post-production, liaising regularly with Commonwealth Secretariat’s in-house Communications Team to ensure suitability.
- Delivering the final outputs in broadcast-quality. The consultant should provide the following:
  - 16:9 standard video for all four ~3-minute version videos
  - 1:1 square video for all four ~3-minute version videos
  - All assets including Premiere Pro Project, After Effects Projects and media used, including raw video footage and audio recordings
  - Complete subtitle file (SRT) of dialogue for all four ~3-minute versions

3. Instructions

Please submit your short proposal by email to the Commonwealth Secretariat using the below email address.

Email: bluecharter@commonwealth.int

Evaluation will be based on competency and cost. Priority will be given to consultants that are Commonwealth citizens or entities registered in a Commonwealth country. The proposal should show how the consultancy would be carried out to meet the specific objectives set out in the
TOR. It should include a short statement of the candidate’s relevant expertise and experience along with the bid amount. Examples of previous work must be submitted.

Unless indicated otherwise, all prices should be quoted in UK Pounds Sterling (GBP). Prices quoted for separate activities should exclude VAT but must indicate at the end of the quotation any applicable VAT charges, and where items might be zero-rated. The total budget payable under this contract is £15,000 (including VAT and all costs).

Payments will be made within 30 days upon successful completion of the product (i.e. the Secretariat’s written approval of all agreed deliverables) and upon submission of a compliant invoice.

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**Appendices**

**Appendix 1 - General Terms and Conditions**

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**Appendix 2 - Code of Ethics**

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